

- WWOR's own reporting reveals a very inconsistent approach to covering New Jersey issues, and an overall lack of adequate news coverage. As shown in Exhibit C, WWOR's "Service to New Jersey" reports indicate a total of 1,354 New Jersey news stories for the years 1999 – 2006. This suggests an average of less than 170 New Jersey news stories per year, or LESS THAN ONE NEW JERSEY STORY EVERY TWO DAYS.
- Results for 2005 skew these results upward. Over one half of the news stories reported (715 of 1,354 stories) were aired in 2005. The 2005 period saw an explosion in the reporting of crime stories, with 372 crime stories broadcast. Many of these stories had a lurid, tabloid quality with titles such as "Murder at McDonalds" and "Rape at Rutgers".
- Other issues raised in the "Service to New Jersey" attachments serve as additional indications of WWOR's failure to provide adequate service to its community of license. For example, the airing of Public Service Announcements (PSA's) is typically viewed as a significant component in a station's public service obligations. WWOR reported only 10 public service announcements aired in the 2005 – 2006 period. There was NO reporting of PSA's in any of the other periods from 1999 to 2005.
- In addition to WWOR's lack of New Jersey news coverage and PSA's, the station's reported level of public affairs programming is also inadequate. For 2006, only 30 New Jersey public affairs programs were aired. All or substantially all of these programs air for 30 minutes, meaning that WWOR AVERAGES LESS THAN 1.5 HOURS OF DEDICATED PUBLIC AFFAIRS PROGRAMMING EACH MONTH.
- We have compared the news programming set forth in the four quarterly "Issues and Programming Reports" for 2006 and compared them to the "Service to New Jersey" attachments to WWOR's renewal application. A total of 215 New Jersey news stories were listed in the 2006 attachments. Curiously, WWOR only chose to include the periods from January 1 to August 30, 2006, and October 21 to October 31, 2006 in this report. Our analysis of the quarterly Issues and

Programming Reports identified 190 news stories relating to New Jersey for these same time periods.

- In analyzing the 2006 “Service to New Jersey” news stories, we quickly identified 7 stories that plainly are not New Jersey stories, and three stories that are duplicated. Subtracting these yields a net 205 news stories reported in the “Service to New Jersey” attachments.
- While there is still some discrepancy, (for example, some sports stories are included in the “Service to New Jersey” totals and not in the “Issues and Programming” totals), there is reasonable congruence between the two analyses. The “Service to New Jersey” report does not contain any information that would cause us to question the validity of our analysis of the Issues and Programming Reports.

LOCALISM

The Commission has historically viewed Localism as a critical element in its evaluation of a station’s service to its community of license. Stations have an obligation to serve the public interest by reporting on relevant news taking place in the communities that they serve. Accordingly, the quantity and quality of a station’s news coverage of events in significant population centers in the community of license is a meaningful measure of its performance.

WWOR serves the northern part of New Jersey. Based on US Census Data for the Year 2000, New Jersey’s six largest municipalities fall within WWOR’s service area. These municipalities range from Newark and Jersey City, with 273,000 and 240,000 residents respectively, to Edison and Woodbridge Townships, each with populations just under 100,000. The Cities of Patterson and Elizabeth, with populations of approximately 150,000 and 120,000 respectively, constitute the balance.

The previously referenced declaration of Charles Lovey (Attachment C hereto) discusses his analysis of news coverage in each of these municipalities. While there appears to be reasonable coverage of local affairs in Newark, New Jersey’s largest City, the other five large municipalities fare dramatically less well. The analysis yielded the following information:

- Of the 285 New Jersey news stories reported by WWOR in its quarterly “Issues and Programming Reports” covering the 15 month period from January 1, 2006 to March 31, 2007, 109 new stories related to State-level issues and 176 stories related to local issues.
- Of the 176 local news stories, 91 stories related to the State’s six largest municipalities of Newark, Jersey City, Patterson, Elizabeth, Edison, and Woodbridge. The remaining 85 stories covered events in other municipalities or could not be tied to a specific location based on the information reported.
- A total of 63 news stories covered the City of Newark. 50 of these stories aired in the first three quarters of 2006 and had aggregate airtime of 37 minutes. Airtimes were not reported for the 4th quarter of 2006 and the first quarter of 2007.
- Other major municipalities in WWOR’s community of license received dramatically less coverage than Newark. Statistics for the five remaining municipalities demonstrate that WWOR has failed to provide adequate news coverage to properly serve the community of license.
- The City of Jersey City is located in Hudson County and has a population of 240,000 people. Only 13 news stories covered Jersey City during the five quarters analyzed. Of these, 12 stories aired during the first three quarters of 2006 and had a total airtime of 11:30. About half of these stories covered crime / law enforcement issues and were generally negative in tone.
- The City of Patterson is located in Passaic County and has a population of 149,000 people. Only 8 news stories covered Patterson during the five quarters analyzed. Of these, 6 stories aired during the first three quarters of 2006 and had a total airtime of 7:05. Half of these stories covered crime / law enforcement issues.
- The City of Elizabeth is located in Union County and has a population of 120,000 people. Only 2 news stories covered Elizabeth during the five quarters analyzed. One story related to Homeland Security issues at Port Elizabeth. The other story covered a teen shooting.
- Edison Township is located in Middlesex County and has a population of 98,000 people. Only 4 news stories covered Edison during the five quarters analyzed, and all were negative in tone. The

stories discussed allegations of police brutality, police corruption, racial discrimination, and a hate crime. Total airtime was 2:35.

- Woodbridge Township is located in Middlesex County and has a population of 97,000 people. Only one news story covered Woodbridge during the five quarters analyzed. The story covered racial tensions between neighbors arising from a woman flying the Puerto Rican flag outside her home.

During the five quarters analyzed, Jersey City approved the development of 9,500 new residential units, completed a renovation of the aging Jersey City Armory, and filed litigation against several large-scale corporate polluters. Paterson saw plans announced for the development of a new State Park in the Great Falls area. Elizabeth saw continued progress on its Hope VI redevelopment initiative and announced a major expansion of the Elizabeth campus of Union County College. Edison passed a referendum restricting use of eminent domain, worked to restore the Edison Memorial Tower, and fought the development of a new WalMart store. The Mayor of Woodbridge announced a government ethics reform agenda including redevelopment “pay to play” legislation. The Issues and Programming reports filed by WWOR do not reflect coverage of any of these stories.

RECENT ANALYSIS

In April, 2007, Voice for New Jersey undertook its own study, monitoring two weeks of the WWOR news at 10:00 PM. The stories carried in WWOR’s news coverage were then compared with the key news stories reported each day in print and online media, with a focus on significant news in the station’s community of license.

Attachment D hereto is the declaration of Amanda Missey, a member of Voice for New Jersey. Ms. Missey has reviewed programming logs prepared and analyzed by various members of Voice for New Jersey (attached as Exhibit D). The salient results of this review are summarized below.

News broadcasts were monitored over a 12-day period ranging from April 9 to April 20, 2007. This period encompassed two full weekday (Monday – Friday) news cycles, and one weekend cycle. One day (Wednesday, April 18) was omitted due to a recording error.

Three prominent, national level stories broke during this period in New Jersey. The presence of these stories somewhat skewed the results of this analysis to reflect a higher-than-normal level of New Jersey coverage. (This is clear when comparing this analysis to WWOR's typical performance as documented in their quarterly Issues and Programming reports.) The three stories are as follows:

- Imus / Rutgers Women's Basketball: Nationally syndicated radio personality Don Imus was criticized for racist and sexist comments regarding the Rutgers Women's Basketball Team. The story ran prominently for several days as various elements of the saga played out—the original reporting of Imus' comments, the reaction of civic and political leaders, Imus' apology, his initial two-week suspension from the airwaves, reaction from corporate advertisers, his meeting with the Rutgers players, and his ultimate firing by CBS and MS-NBC.
- Injuries to New Jersey Governor Corzine: Governor Jon Corzine was critically injured in an automobile accident. The story ran prominently for several days as details emerged from the accident investigation, Richard Cody assumed the role of Acting Governor, and Governor Corzine underwent a series of surgeries and other medical procedures.
- Nor'easter Storm Damage: A powerful Nor'easter dumped up to six inches of rain throughout the State and surrounding areas over a two day period, causing massive flooding and property damage. A state of emergency was later declared.

The analysis produced the following results:

- WWOR's news broadcasts clearly allocated more time and paid more attention to New York stories than to New Jersey stories during the review period. This theme was consistently reinforced in comments from Voice for New Jersey's reviewers. These results are consistent with our analysis of WWOR's Issues and Programming reports as set forth previously in this document.
- WWOR's coverage of New Jersey stories is inadequate. Despite the three prominent New Jersey stories, at no time during the review period was even 10 minutes of the news broadcast dedicated to New Jersey coverage. Actual coverage ranged from a low of 2 stories with a total broadcast

time of approximately 1:54 (April 15) to 10 stories with a total broadcast time of approximately 9:45 (April 10).

- As might be expected, coverage of the three prominent stories dominated WWOR's coverage, accounting for approximately 50% of the total airtime for New Jersey coverage. As such, there was little time left for coverage of locally important stories.
- Our review of other media outlets revealed a number of important New Jersey stories that were not covered by WWOR during the review period. Among these stories are the following:
 - Students at Rutgers organized what is believe to be the only student-run Folk Festival in the nation
 - A study by the Police Executive Research Forum reported a 25% increase in homicides in Newark from 2004 – 2006. Other serious crimes declined.
 - The Fisher-- a fox-like predator—is believed to be re-infiltrating New Jersey forests. Photographic documentation has been provided by a Montclair State University biologist.
 - Taxpayers expressed disappointment in legislator's surrender to special interests in addressing property tax reform
 - Smoking restrictions were imposed on Atlantic City casinos
 - Bayonne Medical Center, struggling under a heavy debt burden, filed for Chapter 11 bankruptcy
 - Federal prosecutors are examining millions in State grants routed to West New York under the influence of West New York mayor and then-State Assembly Speaker Albio Sires
 - Waste and fraud was found within Charity Care, a healthcare charity for the poor and uninsured
 - A lawsuit was filed by Warren County Freeholders and a property owner over decreased land values arising from the Highlands Act preservation initiative.

RECOGNITION OF WWOR'S OBLIGATIONS TO NEW JERSEY

As stated previously, the Commission has long recognized the special needs of New Jersey. This

densely populated state would, if analyzed independently, be the fourth largest media market in the nation. Yet because of its location in between the dominant New York and Philadelphia markets, New Jersey has only one VHF commercial television station licensed within its borders. The Commission has clearly indicated that WWOR is expected to operate in New Jersey for the benefit of the people in New Jersey.

Yet in the recent conduct of its business, it would appear that the station considers itself less bound by the Commission's clear statement of intent than by the desires of its corporate masters.

In September, 2004, U.S. Senator Frank Lautenberg (D-NJ) issued a press release discussing the efforts of several prominent lawmakers (including Sen. Lautenberg and then-Senator, now New Jersey Governor Jon Corzine) to promote an investigation by the Commission with respect to plans by Fox Television Stations, Inc. (FTS) to move WWOR's operations to New York City. (FTS acquired WWOR in a transaction first announced in August 2000). The press release indicated that while such a move would clearly violate both congressional intent and Commission policy, FTS was of the belief that they were at liberty to relocate station operations within 15 miles of their current location, and intended to notify the Commission only after the fact.

While no physical move has yet occurred, the station does seem to be relocating in spirit. Since moving to New Jersey in the 1980's, WWOR has undergone several changes in ownership and syndication affiliates (RKO, MCA/Universal, UPN), and consequently a number of changes in branding as well. In all of these cases, the station has historically either referred to itself as a New Jersey-based station, or has branded itself without reference to geography.

Recently, however, WWOR has eschewed any reference to its New Jersey roots and has taken on a strong New York identity. The station's website is my9ny.com, and shows the Manhattan skyline and the words "New York" at the top of the page. In the lobby of the station's Secaucus headquarters, visitors are greeted by a large "My9NY" poster promoting the station's news program with the words "Your Neighborhood. Your News", over the Manhattan skyline. We have seen NO references to New Jersey (or in fact any community outside of New York City) in any of the station's recent promotional efforts or

marketing materials.

None of these issues would normally be germane to a station's application for license renewal. However, the special circumstances surrounding the WWOR license, together with the station's failure to adequately serve its community of license and its cavalier disregard of its obligations to its northern New Jersey home all suggest that a hearing is necessary and appropriate in this matter.

LEGAL ANALYSIS

More than 20 years ago, the Commission determined that there had been consistent shortcomings in commercial VHF television service with respect to the needs of New Jersey citizens. In Docket 20350, the Commission imposed on TV stations serving New Jersey a special New Jersey service obligation with specific guidelines, along with a directive to submit statements describing their special service commitments to New Jersey. *Second Report and Order*, 59 FCC2d 1386, 1405. In its *Third Report and Order*, 62 FCC2d 604 (1976), the Commission directed TV licensees in all future renewal applications.

While these obligations apply to all stations serving New Jersey, WWOR-TV has additional, unique obligations to New Jersey. Having found the FCC's actions to improve New Jersey service to be inadequate, in 1982, Congress enacted Section 331 of the Communications Act, which effectively required the Commission to reallocate a VHF TV station to New Jersey. WWOR - TV satisfied the criteria of Section 331, and thereafter applied to be reallocated to Secaucus. *See Channel 9 Reallocation (WOR-TV)*, 53 RR2d 469 (1983).

In implementing Section 331, the Commission took note of the Congressional intent embodied in Section 331, quoting its sponsor, Senator Bradley, as stating that

[T]he reallocation of a license to New Jersey will mean that the licenseholder will move its studios and offices to New Jersey and operate in New Jersey *for the benefit of the people in our State*. . . I intend to carefully monitor the development of any New Jersey station to insure that *it is responsive to the needs of my State. This station will not be a New Jersey station in name only. It will serve the people of New Jersey.* *Id.*, 53 RR2d at 470 (quoting 128 Cong. Rec. 10946, August 3, 1982) (emphasis in the original).

See also S. Rep. No. 97-530, 97th Cong., 2nd Sess. 690 (It is the intention of Congress that any current licensee which...will move its studio and offices, to and operate for the public benefit of the unserved

state.)

In accordance with that intent, the Commission stated that

[I]t would be appropriate to take steps toward carrying out this intention through a higher service responsibility within [WWOR-TV=s] Grade B coverage area. * * * *

[W]e anticipate that...continued use of VHF Channel 9 will be directed toward satisfying the programming needs of its New Jersey Grade B coverage area. In the usual case, Secaucus, the city of assignment, would be the primary focus of the licensees programming responsibilities. However, we have previously determined that the lack of local VHF television service in this highly populated area of northern New Jersey presented a unique set of circumstances.... *Accordingly, we expect [WWOR-TV] to perform a higher degree of service to its Grade B coverage area than is normally required of a broadcast licensee. At renewal time, [WWOR-TV] will be judged by how it has met the obligation to serve the greater service needs of Northern New Jersey, which we view as broader than the specific needs of Secaucus.*

Id., 53 RR2d at 471 (emphasis added).

CONCLUSION

VNJ has established a fundamental failure in the coverage of news, elections and New Jersey issues by WWOR, licensed in the State of New Jersey. Accordingly, the Commission must grant this petition, designate the above-captioned applications for hearing, and grant all such other relief as may be just and proper.

Respectfully submitted,

Donna Sandorse

Voice for New Jersey

April 28, 2007

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Respectfully submitted,



Donna Sandorse

*Voice for New Jersey
c/o Donna Sandorse
1545 Crabapple Lane
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April 28, 2007

ATTACHMENT A

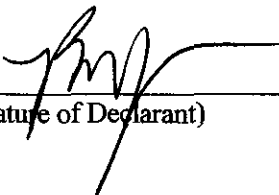
**DECLARATION OF BARBARA GEORGE-JOHNSON IN SUPPORT OF
PETITION TO DENY RENEWAL APPLICATION**

I am Barbara George-Johnson, a member of Voice for New Jersey and the owner of a government relations firm. I have been a resident of New Jersey for over 40 years. I am also a viewer of TV in Northern and Central New Jersey. As a resident of New Jersey, the mother of young children and a small business, it is critical for me to be well-informed in all aspects of New Jersey. Therefore, I believe that it is imperative for New Jerseyans to be adequately served by the television stations which have an obligation to do so.

Members of Voice for New Jersey include more than 50 leaders from throughout New Jersey's corporate, government and non-profit sectors. More than half of the collective membership of VOICE FOR NEW JERSEY (myself included) reside in the northern and central regions of New Jersey and regularly watch television in general and WWOR specifically. As such, Voice for New Jersey represents local residents and the Petition is filed on the members' behalf. Voice for New Jersey is a one-year old community organization, founded by the Alumni of Leadership New Jersey Class of 2006, whose goal is to increase media attention on New Jersey and improve the quality of the media coverage that NJ receives.

This declaration is submitted in support of Voice for New Jersey's Petition to Deny Renewal of WWOR-TV, a commercial television station. I am familiar with the contents of the petition to deny and declarations submitted in support of the petition to deny. The facts set forth therein are true to the best of my knowledge. I declare under penalty of perjury that the foregoing is true and correct.

Executed on April 28, 2007.



(Signature of Declarant)

ATTACHMENT B

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In re:

Petition to Deny Renewal Application

For License of Station

WWOR-TV, Secaucus, NJ
a FOX TELEVISION STATION

**PETITION TO DENY LICENSE RENEWAL
APPLICATIONS**

**AFFIDAVIT OF INGRID REED IN SUPPORT OF PETITION TO DENY
LICENSE RENEWAL APPLICATIONS**

I, Ingrid Reed, being duly sworn, deposes and says:

1. My name is Ingrid W. Reed. I am a Policy Analyst and the Director of the Eagleton New Jersey Project, a program of the Eagleton Institute of Politics, an education, research and public service unit of Rutgers, The State University of New Jersey. I am filing this Affidavit at the request of Voice for New Jersey in support of the Petition to deny the license renewal WWOR-TV, a commercial station.

1.

2. Begun in the fall of 1995, the Eagleton New Jersey Project is designed to reinforce and expand the contributions of Rutgers' Eagleton Institute of Politics to the governance and politics of its home state. The New Jersey Project coordinates, strengthens, and expands Eagleton's varied efforts to assist individuals, governments and organizations in shaping New Jersey's political and policy agenda. Among its initiatives are programs on campaign and election activity, women and politics, ethics and election, and governance issues.

3. In addition to my work at Eagleton Institute, I write a column on New Jersey politics for *NJBiz*, a weekly business publication. I have published op-ed columns on politics in the *Home News Tribune*, *The Times of Trenton*, *New Jersey Law Journal*, the *Philadelphia Inquire*, *Star Ledger* and *The*

Record as well as numerous pieces on public administration, urban redevelopment, welfare reform and municipal management.

Before joining the Eagleton Institute in 1996, I was Vice President for Public Affairs and Corporate Secretary of The Rockefeller University in New York City, and Assistant Dean of Princeton University's Woodrow Wilson School of Public and International Affairs.

My public service activities encompass a wide range of experiences in state politics and planning, governance and community affairs including: the New Jersey planning committee for implementing the federal Help America Vote Act; chair of the Capital City (Trenton) Redevelopment Corporation; a founder and board member of New Jersey Future (the organization advocating the implementation of the State Development and Redevelopment Act); trustee of the Community Foundation of New Jersey; and Vice-Chair of the Board of the Institute of Public Administration (NYC). In 1993, I was elected a fellow of the National Academy of Public Administration and served on its special panel on Civic Trust and Citizen Responsibility. From 1983 to 1986, I held a Kellogg Foundation National Leadership Fellowship.

4. The sources of the information and other data cited in this affidavit are from a study organized by the Eagleton Institute while I served as Director of the Eagleton New Jersey Project. The first study, is *Television Coverage of the 2005 New Jersey Election: An Analysis of the Nightly News Programs on Local New Jersey, New York and Philadelphia Stations*. The study was conducted by Dr. Matthew Hale, an assistant professor at Seton Hall University, in the Center for Public Service of Seton Hall University (working with the University of Wisconsin NewsLab).

5. Hale earned his Ph.D. from the School of Policy, Planning and Development at the University of Southern California, and a BA in political science from the University of California at Irvine. In addition to his academic work on local television and elections, Hale has written extensively on the adoption and use of web pages by municipalities and neighborhood groups. His co-authored work has appeared in *Political Communication, Administration and Society* as well as other publications. Prior to Seton Hall, Hale served as the research director for the USC Annenberg School for Communication's Norman Lear Center and the NewsLab at University of Wisconsin Department of Political Science. Hale

has studied local television news coverage of elections since 1998 when he used closed captioning to analyze coverage of the California gubernatorial race.

2.

6. Local TV news is also especially important in its coverage of campaigns and elections. According to a Pew survey⁷, an overwhelming majority (76 percent) of Americans receive their election information from television, more than any other source. Further, another Pew survey⁸ found that the vast majority of the American public perceives local TV news as more “fact based” than any other news source.

One of the reasons that local television news plays such an important role is that unlike the networks, local television news station have the capacity (if not the responsibility) to cover local and state wide elections. In a very real sense, people turn to local news because they are interested in what is going on close to home.

The goal of this study was to find out how well – or how poorly – the television stations serving New Jersey as a whole and individually covered the 2005 New Jersey elections in their nightly news programs. New Jersey is a unique example of a state where virtually all of the network affiliated broadcast stations are based outside its borders. New Jersey residents living in the northern counties⁴ receive the majority of their local television news from stations based in New York City and New Jersey residents in the southern counties⁵ receive their broadcast signals from Philadelphia based stations. New Jersey is by far the largest metropolitan region in America where this occurs.

This study examined what New Jersey residents had the opportunity to see on local television evening news programs about the 2005 New Jersey elections. This particular election cycle can be characterized as one that *should* have provided New Jersey residents with a considerable amount of television coverage of New Jersey elections as the NJ gubernatorial race was highly contested and the

⁷ Pew Center for the People & the Press Survey Report. “Voters Impressed with Campaign: But News Coverage Gets Lukewarm Ratings” (October 24, 2004). See <http://people-press.org>.

⁸ Pew Center for the People & the Press Survey Report “Public More Critical of Press, But Goodwill Persists” (June 26, 2005). See <http://people-press.org>.

only other major race in the New York media market was the mayoral race in New York City, a race that polls indicated was essentially a foregone conclusion.

7. The analysis captured and analyzed 332 hours of local news programming that aired during the final 30 days (Oct 9th to November 7th) of the 2005 campaign. The programming aired on 12 local television stations serving New Jersey, New York and Philadelphia. The stations include four stations licensed in New Jersey; WWOR -- a Secaucus UPN affiliate and three New Jersey cable or public television stations (CN8, News 12 and NJN). The other eight stations are the ABC, CBS, FOX, and NBC affiliates in New York and Philadelphia.

On nine of the stations, the 30 minute news broadcasts that aired between 6:00 and 6:30pm was chosen for capture. This time period tends to be the highest rated early evening news segment. In addition, the 11:00pm late local news was also captured. This tends to be the highest rated local news period of the entire day. Three of the stations (WWOR, CN8 and WTXF) do not air an early news program instead airing one hour of news at 10:00pm this was captured in its entirety.

8. The data capture and content analysis was performed at the University of Wisconsin, Madison's NewsLab, 2,500 square-foot media analysis facility located at the center of the UW-Madison campus. Within this facility, video can be gathered, sorted, and archived automatically by the *InfoSite* analysis system developed by CommIT Technology Solutions, Inc. UW NewsLab employs and trains undergraduate and graduate students, who learn to be painstakingly detailed in their research methods and analyze each segment using coding protocols developed by researchers. The UW NewsLab dataset is the most comprehensive and systematic collection of local news ever gathered. Its archives have been crucial resources for scholars documenting the flow and effect of broadcast messages and for policymakers seeking to improve the quality of news coverage across the nation on a variety of topics from elections to health to foreign affairs.

9. The study was funded by the Henry and Marilyn Taub Foundation, Teaneck, New Jersey.

10. The specific findings of the 2005 study of television coverage of the 2005 New Jersey elections relevant to WWOR-TV, the only broadcast state licensed in New Jersey, show that:

- 13 election stories ran in the 30 days prior to the elections and 10 of them focused on the New Jersey election.
- 9 of the stories focused on the gubernatorial race and 1 focused on multiple races.
- 7 of the 10 stories aired in the final week before the election. Of the other three, 2 aired during the week of October 17 and 1 during the week of October 9.
- 6 of the 10 stories had a sound bite from a New Jersey candidate, which was a lower number than any New York station.
- 5 of the stories focused on the "horserace" and campaign strategy and in five were about issues.
- Like all of the New Jersey focused stories captured in the study, none of the WWOR stories had a positive tone. Two of WWOR's stories had a negative tone, three had a balanced tone and five had no tone.

4.

11. While this study cannot claim to be an analysis of all televised election coverage available to New Jersey voters, it does represent the most comprehensive analysis of local television news coverage of New Jersey elections recently conducted. As such, the results provide several important insights into what New Jersey residents are able to see on television about their elections and where they are able to see it. The result indicate that in terms of the quantity of coverage about New Jersey elections the best places for voters to turn are New Jersey based stations NJN and News 12. Both stations aired significantly more New Jersey focused election stories than the major broadcast stations.

In addition, the results show that NJN and News 12 were essentially the only television outlets to cover New Jersey's down-ballot races in the 2005 election cycle. This is not to say down-ballot coverage was plentiful as almost eight out of ten of the New Jersey election stories we captured focused on New Jersey gubernatorial race.

The study concludes "The results for New Jersey's only commercial broadcast station (WWOR) are at best mixed. On one hand, WWOR barely covered the 2005 elections, airing a total of just 13 election stories on the WWOR news programs captured in the study. On the other hand, 10 of these 13 stories focused on New Jersey, which was a higher percentage than any of the New York based commercial broadcast stations in the study. All 10 on WWOR's New Jersey focused election stories contained at least some information about the gubernatorial race. So while it might be possible to say WWOR showed more of a commitment to cover New Jersey elections than the New York licensed stations it is debatable how much of a commitment WWOR had to covering New Jersey elections in general."

I, Ingrid W. Reed, hereby swear that the foregoing is true and correct to the best of my knowledge, information and belief.

Executed on April 28, 2007

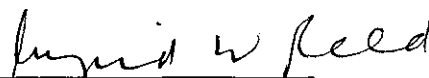

(Signature of Declarant)

EXHIBIT A

**Television Coverage of the 2005 New Jersey Election:
An Analysis of the Nightly News Programs on Local
New Jersey, New York and Philadelphia Stations**

A Project of the Eagleton NJ Project, Eagleton Institute of Politics.
Conducted by Dr. Matthew Hale, Seton Hall University.

June, 2006

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Television Coverage of the 2005 New Jersey Election:
An Analysis of the Nightly News Programs on
Local New Jersey, New York and Philadelphia Stations

How Much You See Depends on What Stations You Watch

Executive Summary

What does New Jersey (population 8.5 million) have in common with North Platte, Nebraska (population 25,000)? Each has just one commercial broadcast television station located within its borders.

If potential voters rely on television news to learn about elections, New Jersey is uniquely dependent on network affiliates outside its own boundaries, with the northern and central parts of the state viewing New York stations and those in the south watching Philadelphia stations. Fortunately, New Jersey voters can access their own public television and cable stations for news about their own state, but network stations still draw the biggest audiences.

How well – or how poorly – television stations as a whole and individually covered the most recent New Jersey election is the subject of this report. Commissioned by the Eagleton New Jersey Project, the study was conducted by Dr. Matthew Hale of Seton Hall University working with the University of Wisconsin News Lab to analyze the highest-rated nightly news programs shown 30 days before the election on 12 stations serving New Jersey. Funding was provided by the Henry and Marilyn Taub Foundation.

New Jersey's lively "off-year" elections, featuring a combative gubernatorial race and several competitive Assembly contests had little competition for media attention beyond the New York mayoral race, whose result was never in doubt. Thus, the Garden State races might have been expected to command substantial coverage. However, an analysis of 664 half-hour news programs found that:

- Almost half (48 percent) of the 259 New Jersey-focused stories aired on two New Jersey based stations (public television's New Jersey Network and cable outlet News 12), which draw smaller audiences than the broadcasts stations in the study.
- The vast majority of attention focused on the gubernatorial race, with down-ballot elections covered very little, almost entirely on NJN and News12.
- WWOR, the only broadcast station licensed in New Jersey, had 13 election stories, 10 of them focused on New Jersey.

- Residents of northern New Jersey received twice as much New Jersey election coverage as residents of southern New Jersey did. In fact, New York's market leader in terms of New Jersey election coverage (WNBC) aired almost as many New Jersey focused election stories (33) as all four Philadelphia stations combined (38).

- About half of the New Jersey election stories captured from New York and Philadelphia stations aired during the final week of the campaign.

- Overall, almost seven out of ten (68 percent) of the New Jersey election stories focused on campaign strategy or "horse race," while just over two out of ten (22 percent) focused on substantive campaign issues.

- The New Jersey gubernatorial race was widely recognized as a particularly nasty and vicious campaign, reflected in the fact that not a single New Jersey focused story was characterized as having an overall positive tone. In fact, almost one in three stories (32 percent) were coded as having an overall negative tone.

Why Local News Matters

According to recent surveys from the Pew Research Center for the People and the Press, 59 percent of Americans report watching local news regularly¹, a substantially higher percentage than from any other source. According to another Pew survey², the vast majority of the American public perceives local TV news as more “fact based” than any other news source. Roughly two-thirds (61 percent) of respondents indicated that local TV news reports, “mostly facts” compared to only a quarter (25 percent) who felt local TV reports “mostly opinion.” In contrast, just over half (53 percent) of respondents thought network news reported mostly facts and almost a third (31 percent) thought mostly opinion.

Local TV news is also especially important in its coverage of campaigns and elections. According to a third Pew survey, an overwhelming majority (76 percent) of Americans receive their election information from television³, again more than any other source. Given these results, it is perhaps not surprising that people who use local news as their primary source of campaign information more closely reflect the nation’s divided electorate than people who look to other news sources. Almost three-quarters (70 percent) of the respondents who rely on Fox Network News indicated a preference for George Bush and two in three (67 percent) of the respondents who rely on CNN indicated a preference for John Kerry. Among those who rely on local news, however, candidate preference was roughly even with 42 percent preferring George Bush and 46 percent preferring John Kerry. These results all point to the importance of local TV news as a trusted, primary source of news and information to citizens, particularly about campaigns and elections.

One of the reasons that local television news plays such an important role is that unlike the networks, local television news station have the capacity (if not the responsibility) to cover local and state wide elections. In a very real sense, people turn to local news because they are interested in what is going on close to home.

But what happens if most of the “local” television stations you can receive are actually based in another state? Do the stations ignore what is going on in your hometown or your home state? Do you get any coverage of your local or even statewide elections?

1 Pew Center for the People & the Press Survey Report “News Audiences Increasingly Politicized: Online News Audience Larger, More Diverse” (June 8, 2004). See <http://people-press.org>.

2 Pew Center for the People & the Press Survey Report “Public More Critical of Press, But Goodwill Persists” (June 26, 2005). See <http://people-press.org>.

3 Pew Center for the People & the Press Survey Report. “Voters Impressed with Campaign: But News Coverage Gets Lukewarm Ratings” (October 24, 2004). See <http://people-press.org>.